**Tom Kelley: The Ten Faces of Innovation**

Tom Kelley begins the book by discussing the role of the devil's advocate in business.  It allows individuals to step outside themselves and raise questions and concerns that effectively kill new projects and ideas, while claiming no personal responsibility. This is the single biggest issue that stifles innovation in new business and ideas. He then breaks down chapter by chapter, the different "faces" of innovation that exist within companies today. They are divided into three distinct categories: The Learning personas, the Organizing personas, and the Building personas.

The first category, Learning personas includes the Anthropologist, The Experimenter, and the Cross-pollinator. The anthropologist is rarely stationary in the office and often ventures out into the public to observe how people interact with products, services, and experiences to come up with new innovations. To be an anthropologist, a person needs to have a certain set of strengths. These include the ability to keep an open mind, to maintain empathy, and intuition in their endeavors. The Experimenter is focused on the process of production, not the tool. They frequently test potential scenarios for products to make ideas tangible. This is a calculated risk-taker, they model everything from products to services to proposals in order to efficiently reach a solution. They are in charge of making sure the innovative process saves time and money. The Cross-Pollinator draws connections between seemingly unrelated concepts and ideas to break new ground. These people are diligent note-takers and have the ability to reap inspiration from perceived constraints.

The second category, Organizing personas includes the Hurdler, the Collaborator, and the Director. The hurdler is a problem-solver who feels personally achieved by tackling obstacles that have never been done before. When confronted with a challenge, the Hurdler gracefully sidesteps the obstacle while maintaining a quiet, positive determination. The Collaborator is a person who values the team over any one individual. They create groups from people in multidisciplinary fields to work together and develop a truly unique concept. The Director has a distinct understanding of the big picture, with a firm grasp on the direction of the organization. They use empowerment and inspiration to motivate workers to take center stage and embrace the unexpected challenges.

The third category, Building personas include the Experience Architect, the Set Designer, the Storyteller, and the Caregiver. The Experience architect is tirelessly focused on making sure people have remarkable individual experiences. They facilitate customer experience with the company and make it positive with the products and services offered. The Set Designer is in charge of livening up the workplace. They are crucial to the success of the company because they determine company moral and passion in the workplace, leading to innovation. The Storyteller captures our imagination with compelling narratives of motivation, hard work, and innovation. They spark emotion and action, transmitting values and objectives throughout the company. The Caregiver is the foundation of human-powered innovation. They work to understand each individual consumer and establish a lasting relationship.

After reading this, I was highly interested about the different positions in a company that all work together for a common goal. As a business major, I appreciated how each position, while completely unique, worked together for one common goal. To achieve innovation and world development it takes many different individuals working as a unit to create a successful innovation.